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- PRESS RELEASE -

BYSIEWICZ TO SPONSOR SHOWCASE FOR SMALL AND MINORITY OWNED BUSINESS

SHOWCASE TO PROVIDE ENTREPRENEURS WITH NETWORKING OPPORTUNITIES AND TOOLS TO HELP THEIR BUSINESSES 'GO GREEN'

WATERBURY: The Secretary of the State's Small and Minority Business Unit will hold its 17th Connecticut Showcase on May 22nd at the Howland Hughes Center in Waterbury. This is one of the largest small and minority-business networking events in the state and is designed especially for new and developing small businesses.

For the first time, the Showcase will focus on the theme of "going green" which is designed to give small and minority businesses tools to reduce energy consumption, maximize efficient building design, and increase recycling and reuse of materials. These are steps which have the twin benefit to small businesses of significantly cutting costs while at the same time reducing carbon emissions and benefitting the environment.

"Small businesses in Connecticut are responsible for 96% of the new jobs created over the past ten years, and the growth of these businesses helps to grow our state's economy and job base," said Bysiewicz, Connecticut's chief business registrar. "We need to

continue in our efforts to promote the establishment and enhancement of our small and minority-owned businesses if we are to truly commit ourselves to quality job growth.”

The showcase will feature exhibits by more than 50 companies, including representatives from IBM and Microsoft who will be making offering computer software and hardware which are both energy efficient and provide businesses with ‘green’ solutions.

There will also be seminars and panels focusing on subjects such as improving customer service, alternative financing, and avoiding foreclosure in the current credit climate. Representatives from various state and federal agencies will also be on hand to and answer questions and help small and minority business owners navigate their way through regulations that must be followed and forms that must be completed for different areas of business.

The Connecticut Showcases have been held twice each year in different locations across the state. These include events similar to traditional business expos; however, they are carefully designed to accommodate the small and minority-owned enterprises.

“These business showcases provide ‘one-stop-shopping’ for small business owners in the areas of marketing, networking, funding, and developing partnerships with local businesses,” said Secretary of the State Bysiewicz.

Sponsoring this year’s Connecticut Showcase are: Black Enterprise, Comcast, State Farm, Carmody & Torrence LLP, CDA/Urbank, Waterbury Regional Chamber of Commerce, www.buildingctgreen.com, www.smallbusinesscamp.com, Anquillare, Ruocco, Traester & CO., La Guia Hispana, Performance Edge, Webster Bank, CONNDOT, CMSDC, CTPhoneBook.com, Microsoft, Office of the Business Advocate, and WYBC 94.3 FM.

For more information visit: www.CTShowcase.org